

OFFICE OF MANAGEMENT AND ENTERPRISE SERVICES

Strategic Communication Standards

August 2022



OKLAHOMA
Office of Management
& Enterprise Services

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Introduction

ABOUT THE OMES STRATEGIC COMMUNICATION STANDARDS

Effective communication supports more efficient agency operations, boosts autonomy within teams and helps maintain relationships with internal and external audiences.

This document establishes communication standards for all OMES employees and should serve as a guide to understand our messaging strategy and your role in executing it.

MAINTAINING THESE STANDARDS

The director of Legislative and Public Affairs is responsible for maintaining these communications standards for all OMES employees under the guidance of the agency executive director and deputy director.

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SECTION 1

Purpose of strategic communication standards

According to the 2021 Oklahoma State Employee Engagement Survey, only 56% of OMES employees agreed communication was adequate throughout the agency. In response, these standards aim to support improved communication by outlining specific expectations and recommendations for all employees.

This section identifies specific objectives for these standards, our external audiences and themes for OMES messaging.



Goal, objectives, themes and audiences



SECTION 2

Communication expectations by role

As the backbone of our agency, OMES employees play crucial roles in our communication strategy. From day-to-day job responsibilities to statewide publications, the many ways you communicate help our agency run, allow visibility into government operations and impact, and provide valuable information to state leaders and all Oklahomans.

This section outlines how we expect all employees, managers, directors and executive leaders to contribute to this effort.





Executive leaders & division directors

EXECUTIVE LEADERS

Communicate big-picture priorities and long-term strategies that drive OMES' mission and goals related to business processes, relationships and intended outcomes.

DIVISION DIRECTORS

Communicate division objectives to guide managers and help align teams on executive leadership strategies.



As an OMES executive leader or division director, you are expected to:

EACH WEEK

- **Provide status reports** to your direct supervisor. Find the OMES standard status report template on Page 16.
- **Meet with employees** under your direct supervision to discuss updates to team initiatives and projects.

ADDITIONAL RECOMMENDATIONS

- Look for opportunities to track performance metrics specific to team initiatives and projects.
- Implement brief surveys to gauge customer experience and benchmark progress.
- Establish regular cadence of team and employee recognition to reward great work and boost morale.
- Convey agency director and executive team initiatives to direct reports through emails or team calls.
- Interact with your direct reports daily through Microsoft Teams chats to collaborate in real time.
- You are encouraged to turn on your camera during virtual Teams meetings.

QUARTERLY OR AS NEEDED

- **Hold an all-division meeting** to connect with teams, communicate objectives and boost autonomy.
- **Meet with other division directors** on a regular cadence.





Managers

Communicate organizational needs, oversee employees' performance, provide guidance and support, identify development needs, and bridge gaps between employees and leadership.

As an OMES manager, you are expected to:

EACH WEEK

- **Collect team metrics and progress** from direct reports and provide to division director for use in status updates. Find the standard status report template on Page 16.
- **Meet with employees** under your direct supervision to review team projects and employee tasks.
- **Meet with division director** to discuss current priorities.

ADDITIONAL RECOMMENDATIONS

- Convey agency initiatives to direct reports through emails or team calls.
- Encourage and contribute team and employee recognition to reward great work and boost morale.
- Interact with your direct reports daily through Microsoft Teams chats to collaborate in real time.
- You are encouraged to turn on your camera during virtual Teams meetings.

AS NEEDED

- **Encourage participation and engagement** in all-division and team meetings.
- **Check in on individual team members'** performance and learning progressions.





Employees

Communicate progress of technical tasks related to agency objectives, provide exceptional customer service and collaborate with colleagues and management to Get Stuff Done.

As an OMES employee, you are expected to:

EACH WEEK

- Track tasks and **provide performance metrics** to your direct supervisor for use in weekly status reports.
- **Participate and engage in meetings with your team** and direct supervisor to review current projects and connect with colleagues.

AS NEEDED

- Attend and engage with **all-division and agencywide meetings**.

ADDITIONAL RECOMMENDATIONS

- Interact with coworkers and managers daily through Microsoft Teams chats to collaborate in real time across hybrid schedules.
- Be willing to serve outside your job description to meet needs.
- Take notes during meetings and confirm action items.
- You are encouraged to turn on your camera during virtual Teams meetings.



SECTION 3

Agencywide standards, tools and resources

Crafting an effective communication involves identifying the purpose, connecting with your intended audience and achieving the preferred outcome of your message. Content should be concise, incorporate visual elements, deliver value and inspire action.

This section outlines specific standards for internal and external communication, available in-house communications services and tools, and additional resources and learning opportunities to elevate your messages.

Standards for internal and external communication



INTERNAL STANDARDS

Successful internal communication can improve collaboration, boost productivity and align agency employees on key objectives. All team leaders are expected to follow the following internal standards:

- **Focus messages** on collaboration and encouragement to inspire others to Get Stuff Done.
- **Provide agendas** to attendees prior to meetings to guide flow and maximize the use of time. Follow the OMES standard agenda example on Page 15.
- **Send Kudos** to recognize other OMES employees for a job well done and embodying GSD spirit.
- **Participate in surveys** and feedback requests to make your voice heard and contribute to agency improvement.
- **Keep Public Affairs informed** of project highlights and initiatives to help tell our story.



EXTERNAL STANDARDS

Successful external communication influences our agency's reputation, improves our relationships with customers and key audiences, engages those outside our organization, and increases our effectiveness.

- **Send content through the proper approval channels**, including Public Affairs, before distributing externally.
- Make the director of Legislative and Public Affairs and/or your direct supervisor aware of all communications to the **Legislature and lobbyists**.
- **Reinforce the OMES brand** through communicating what our agency does and highlighting our accomplishments.
- **Encourage awareness** and build interest in OMES' impact on the state.
- **Follow OMES on social media** and help share our content.

In-house communication services

If you need support to communicate with your team or external audiences or want to make your messages more engaging, the OMES Public Affairs team is at your service.

PA regulates internal and external communications for the agency, ensuring all mass messaging follows established communication standards and is reviewed for grammar, spelling, branding and AP style.



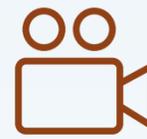
GRAPHIC DESIGN

- Flyers.
- Logos.
- Reports.
- Maps.
- Toolkits.
- Presentations.
- Infographics.



COPY EDITING

- Documents.
 - Reports.
 - Mass email verbiage.
 - Articles.
- Content should be as close to the final product as possible to reduce duplicative efforts.



VIDEO PRODUCTION

- Podcasts.
- Voiceovers.
- Informational videos.
- Teams live events.
- Promotional videos.



SOCIAL MEDIA

Collaborate with the External Communications team to post content to OMES social media channels, including Facebook, Twitter, Instagram and YouTube.



OMES WEBSITE

Collaborate with the External Communications team to build webpages, link agency documents and publish content to the OMES website.

Additional considerations

COMMUNICATION AND OPEN RECORDS

Be mindful that all content and communications employees produce on behalf of OMES, including emails, Teams messages and recorded meetings, are subject to the [Oklahoma Open Records Act](#).

This means most information can be requested and used in any print or online media format. This applies to information shared or received during and after work hours, even if using a personal device for work-related tasks.

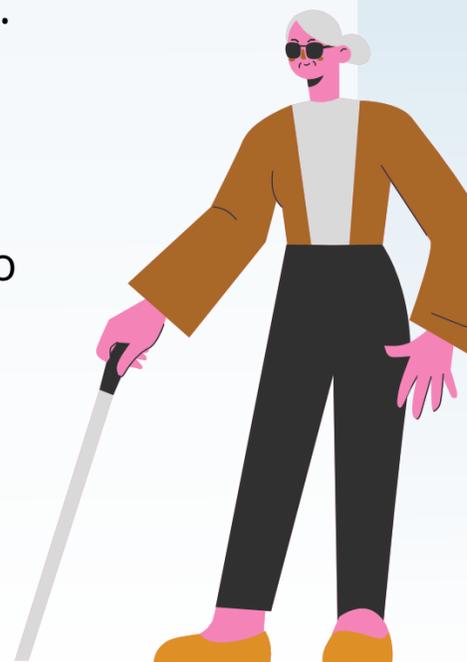


COMMUNICATION ACCESSIBILITY

As a government agency, OMES is required to ensure all content complies with the [Americans with Disabilities Act](#), which aims to provide a consistent experience for audience members of all abilities.

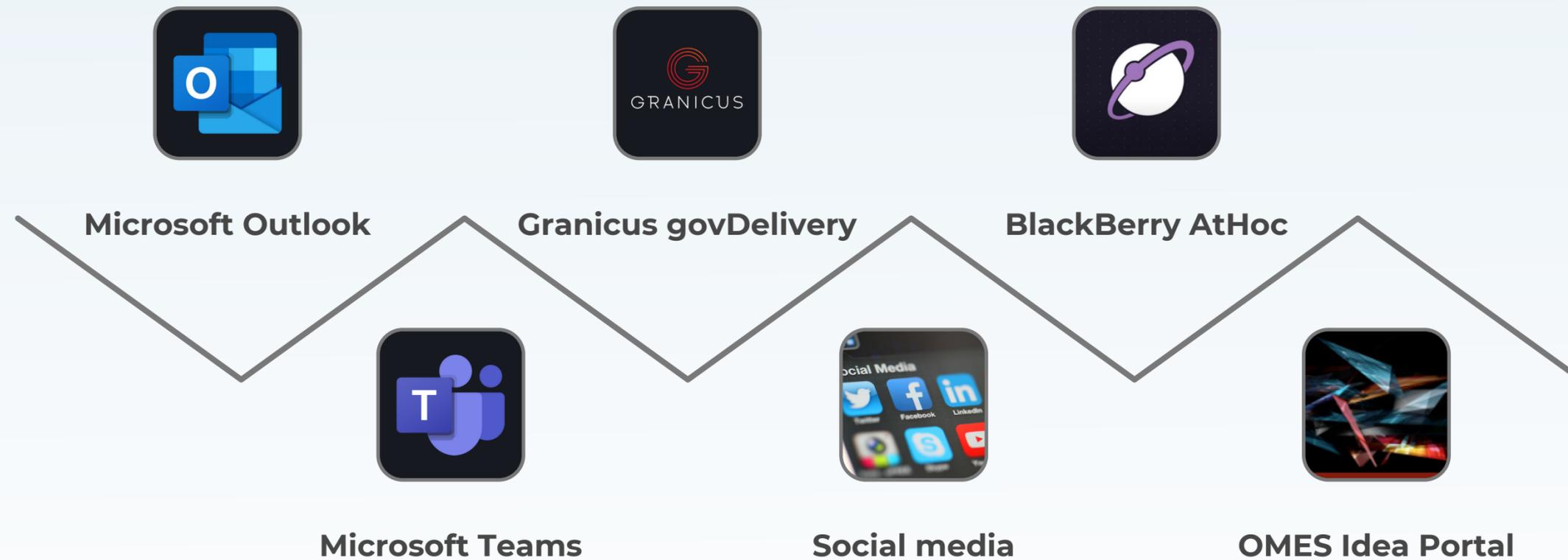
Even the most engaging and informative content could be lost on members of your audience who use assistive technology to interact with your content.

To help OMES comply with the law, Public Affairs offers remediation services for internal teams to make all communication accessible. Contact PA to learn how you can make your communications more ADA-compliant and avoid redundant steps.



Communication tools

Our agency uses the following tools to share information with internal and external audiences. These tools include our primary methods of communication. However, it is not an exhaustive list of available avenues.



Communication tools

TOOL

AUDIENCE

WHEN TO USE

HOW TO USE



Microsoft Outlook

Email platform for two-way correspondence.

Internal/external

- Formal and informal communications.
- Individual recipients.
- Day-to-day communicating.

- Send and receive work-related emails.
- Manage personal and team calendars.
- Track tasks.
- Upload your Office 365 profile picture.



Microsoft Teams

Messaging app for real-time collaboration between individuals and teams.

Internal:
State employees

- Virtual meetings.
- Direct chats within the state network.
- Team check-ins.

- Schedule virtual meetings.
- Host live events and webinars.
- Group or one-to-one instant chat.
- Audioconferencing.
- Screen-sharing.



Granicus govDelivery*

Email platform for one-way communication to groups.

Internal/external

- Bulk recipients or subscribers.
- Official agency communications.
- Designed templates.

- Email campaigns.
- Emails from agency leaders.
- Announcements.
- Press releases.
- Newsletters.

*If your team does not have a designated govDelivery administrator, request assistance from Public Affairs Internal Communications for template creation or distribution.

Communication tools

TOOL

AUDIENCE

WHEN TO USE

HOW TO USE



Social media

Includes Facebook, Twitter, Instagram and LinkedIn.

External:
General public

Boost awareness around:

- Resources and services.
- Events.
- Ways OMES gets stuff done.

- Promote projects and efficiencies.
- Highlight employees.
- Share agency information.
- Recruit talent for open positions.



BlackBerry AtHoc*

Push notification crisis communication app.

Internal:
State employees

- Critical crisis events.
- Specific warnings and instructions.
- Real-time updates.

- Keep employees informed regarding:
- Extreme weather.
 - Technology outages.
 - Cybersecurity threats.

*Request assistance from Information Services for message distribution.



OMES Idea Portal

Online suggestion form.

Internal:
OMES employees

Communicate ideas and suggestions to the OMES executive director's office.

- Suggest ideas for agency efficiencies.
- Identify opportunities for automation and process optimization.

Agenda standards

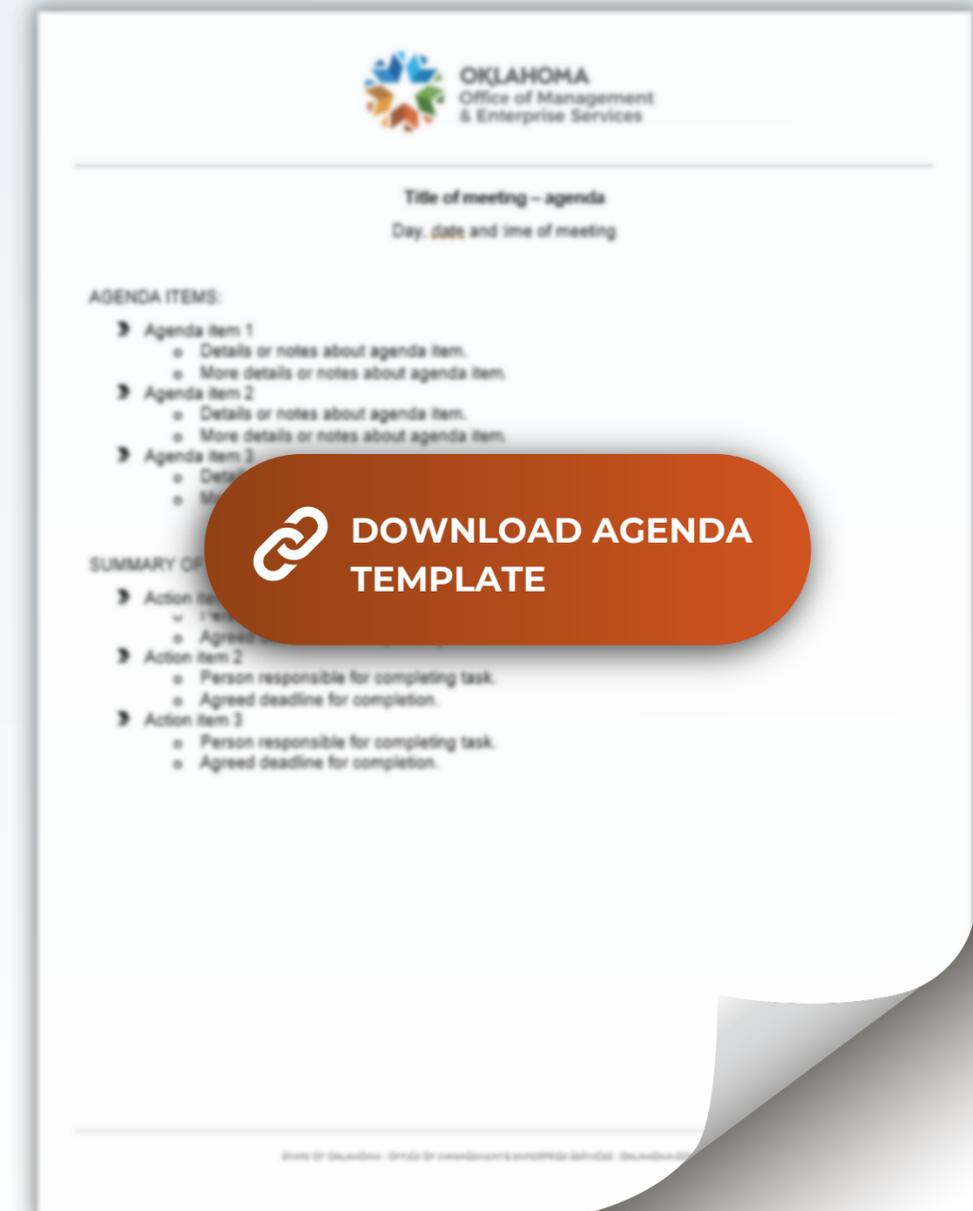
Team leaders should assemble a uniform agenda for all meetings, whether virtual or in person, and distribute to attendees beforehand.

All agendas should be created on the OMES-branded template and include:

- Purpose of the meeting.
- Agenda items.
- Discussion summary and action steps.

Take notes during meetings to summarize discussions and confirm action items.

Store completed agendas in a shared folder or on a team server for record keeping and future reference.



Status report standards

Managers and directors should create division status reports and provide them to your direct supervisor each week.

These reports offer visibility into performance and task metrics for teams within your division and provide leadership an overview of current operations and projects.

All status reports should be created on the OMES-branded template and include:

- General updates from the past week.
- Current projects and associated tasks by team.
- Progress and relevant deadlines.
- Any milestones or accomplishments within the division.



Resources and learning



OMES BRANDING AND IDENTITY GUIDELINES

Guidelines to ensure the correct and consistent use of our brand elements and communication style.

- oklahoma.gov/about.

If you find anything with former OMES branding, please let Public Affairs know immediately.



CONNECT WITH OMES ON SOCIAL MEDIA

@OklahomaOMES



LEVEL UP YOUR COMMUNICATION SKILLS

The OMES Learning and Development team offers one-on-one, online self-paced and team learning options tailored to your individual or group needs, including strategic communication.

Additionally, all state employees have access to LinkedIn Learning accounts. Recommended courses include:

- [Communication Foundations](#).
- [Communication within Teams](#).
- [Communicate to Influence](#).

QUESTIONS?

Please contact:

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